



City of Alameda California

## **AGENDA**

REGULAR MEETING OF  
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE  
THURSDAY, JULY 5, 2012  
6:00 p.m.

*(Doors open by 5:45 p.m.)*

**CONFERENCE ROOM 391  
ALAMEDA CITY HALL  
2263 SANTA CLARA AVENUE**

Anyone wishing to speak on any item on the agenda or business brought up by Committee Members or a member of the public may do so when the subject is brought up for discussion. (Please file a speaker's slip.)

**If you wish to address the Committee, please file a speaker's slip with the Secretary.**

- **Upon recognition by the Chair, approach the rostrum and state your name and address. Speakers are limited to five (5) minutes per item.**
- **Lengthy testimony should be submitted in writing and only a summary of pertinent points presented verbally.**

1. CALL TO ORDER AND ROLL CALL
2. ORAL COMMUNICATIONS - PUBLIC
3. MINUTES
  - a. Minutes of the Regular Meeting of June 7, 2012
4. CONSENT CALENDAR

(None)
5. UNFINISHED BUSINESS
  - a. Community Sailing Center

- b. Artemis Racing Team

6. NEW BUSINESS

(None)

7. SUB-COMMITTEE REPORTS

- a. Promotions
  - Postcard and Poster
- b. Events
  - Summer Sailstice—report
- c. Development
- d. Housing
- e. Dry Transportation
- f. Wet Transportation
- g. Syndicates

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

10. ORAL COMMUNICATIONS - PUBLIC

11. ADJOURNMENT

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\*Sign language interpreters will be available upon request. Please contact Eric Fonstein, City of Alameda Economic Development Division, at 747-6895 or 522-7538 (TDD number) at least 72 hours before the meeting to request an interpreter. Accessible seating for persons with disabilities (including those using wheelchairs) is available. Minutes of the meeting are available in enlarged print. Audiotapes of the meeting are available upon request.

Please contact Eric Fonstein, at 747-6895 or 522-7538 (TDD number) at least 48 hours before the meeting to request agenda materials in an alternative format, or any other reasonable accommodation that may be necessary to participate in and enjoy the benefits of the meeting.

Documents related to this agenda are available for public inspection and copying at the Economic Development Division, Room 120, Alameda City Hall during normal business hours.

KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE. Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City of Alameda exist to conduct the citizen of Alameda's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION: the address is 2263 Santa Clara Avenue, Room 380, Alameda, CA, 94501; phone number is 510-747-4800; fax number is 510-865-4048, e-mail address is [lweisige@ci.alameda.ca.us](mailto:lweisige@ci.alameda.ca.us); and contact is Lara Weisiger, City Clerk.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City accommodate these individuals.

**DRAFT UNTIL APPROVED**

**MINUTES**

REGULAR MEETING OF  
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE  
THURSDAY, JUNE 7, 2012  
6:00 PM

1. CALL TO ORDER AND ROLL CALL

Called to order at 6:05 p.m.

Present: Chris Seiwald (Chair), Dave Bloch, Jack Boeger, David Forbes, David Lee, Jim Oddie, John Platt, Kame Richards, Kathie Woulfe, and Deborah Wright

Absent: Leslie Cameron and Brad Shook

Staff: Lori Taylor

Public: Karen Bey, Mary Craig, Diane Lichtenstein, Bob Nabor, Connie Russell, John Walker, and Linda Wright

2. ORAL COMMUNICATIONS – PUBLIC

No public communications.

3. MINUTES

a. Minutes of the Meeting of May 3, 2012

The minutes were approved as submitted.

4. CONSENT CALENDAR

(None)

5. UNFINISHED BUSINESS

a. Community Sailing Center.

Mr. Forbes is trying to set up a meeting, possibly during the week of June 25, to gauge interest and level of support. A draft agenda is being circulated. The committee expressed interest in locating at Alameda Point, perhaps at the former recreation area. Mr. Richards offered to host the meeting at Pineapple Sails. The goal of the center is still being refined and the meeting will be an opportunity to discuss goals. Mr. Forbes stated that this would be a topic for the community meeting - exactly what would this center do? Mr. Richards added that the center could provide free sailing

lessons to children under a certain age and provide basic facilities and equipment, although programs for all ages could be considered as well.

## 6. NEW BUSINESS

### a. Artemis Racing Team

Ms. Taylor mentioned the recent announcement about the Artemis Team. The Team would like privacy about their operations. The idea of holding a "Welcome to Alameda" event was discussed. The idea of creating a community resource list was discussed and committee members agreed to send a brief summary of their expertise to staff, so we can compile a letter for Artemis.

Ms. Taylor announced that the Artemis crane would to the Planning Board on June 25. Motion (Siewald), seconded and unanimous to send a letter of support to the Planning Board.

Motion (Forbes) and seconded that the Committee begin a resolution of appreciation for staff. Ms. Taylor suggested that the Committee could mention staff appreciation the next time that Council receives an America's Cup Committee update.

## 7. SUB-COMMITTEE REPORTS

### a. Promotions

Mr. Boeger said that he is working on the website and has been coordinating with Michelle Ellson of the *Alameda Community News Project* to submit regular America's Cup updates for her website. Mr. Bloch offered to continue sending articles. Mr. Boeger also offered to create and maintain a Facebook page.

John Walker (Area 51 Productions) mentioned the potential of sponsors from upcoming shows such as a Jaguar show. This could be an opportunity for the City to benefit and work with San Francisco hotels and ferries.

Linda Wright of Commodore Yachts stated that Commodore wants to be involved.

Deborah Wright mentioned a potential special event, a historian who talks about the America's Cup. Perhaps she could contact him to talk in Alameda. She also mentioned that a Sausalito firm was selected as the event planner by the America's Cup.

Bob Nabor also suggested that he has contacts for speakers if needed.

Ms. Taylor circulated potential text for the City's promotional postcard, which has a nautical emphasis. Committee members provided comments on text and size of the card.

b. Events

Summer Sailstice—was discussed as a good opportunity to promote America's Cup Committee activities. Staff will coordinate with Encinal Yacht Club and Sailstice staff to see how we can promote America's Cup.

c. Development

No report.

d. Housing

Mr. Lee suggested that we start an "adopt a team" program. He also suggested that this could result in an estuary race coordinated with the yacht clubs. Mr. Lee stated that he would attend yacht club meetings to determine the interest.

e. Dry Transportation

Mr. Platt mentioned the new ferry service to South San Francisco.

f. Wet Transportation

Linda Wright stated that Commodore's business is picking up by creating three-to-four-hour cruises.

g. Syndicates

Staff will continue to work with Artemis.

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

(None)

10. ORAL COMMUNICATIONS – PUBLIC

(None)

11. ADJOURNMENT

Adjourned at 7:20 p.m.